DEVELOP IDEA User Post You've got something that you want to post to a social networking site. Pick a category below to decide if it's appropriate and, if so, where to post it. **EVALUATE Interpretive News Event General** Is the item Is this an invite to Question **Information** newsworthy? an event or Are you asking a question Are you posting presentation that for which you are hoping information 'just for may be to solicit a discussion? fun'...a nonnewsworthy? newsworthy update? YES YES YES YES **Controversial?** Does the post have the potential to create **Contact** controversy, confusion, or negatively supervisor impact the NPS, DOI, park, park mgmt, before posting. YES initiatives, policies, etc.? **Supervisor Approves?** NO YES NO **News Release?** Does the news meet requirements for a news release? YES **Has a News** (news releases may be from the park, partners or others) Release been issued? Is one NO pending? Factual? NO Is it factual and appropriate for official release? Is it NO "predecisional" info, or "exempt" by Privacy Act/FOIA? **Don't Post!** YES **User Response?** YES Do you want users to be able to comment/discuss in a forum? NO YES **How Big?** Can you say it in 140 characters? **POST** YES NO **TWITTER FACEBOOK** YES YES **POSTING CONSIDERATIONS** Transparency **Timeliness** Tone Sources Pause **Disclose your NPS** Take time to create Respond in a tone Cite your sources by Pause before you and Glacier a good response. that reflects highly including hyperlinks post. If you are at **National Park** Don't rush. (particularly links to on the rich heritage, all uncertain about connection. tradition and our nps.gov/glac your response, or Try to respond professionalism of website), video, don't quite know within 12-24 hours. the National Park images or other how to Service. references. respond...ASK! Add your initials to **Contact a lead Does It Already Exist?** the bottom of each admin and ask for post (fml). guidance. Is the information you want to post already on the park's

homepage or in a news release? If so, include a link. If not, is a news release pending? Check with the PAO.